

CHAPTER 5 URBAN DESIGN

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This chapter presents an overall urban design framework for the Santana Row/Valley Fair Urban Village. Urban design goals, standards and design guidelines presented here lay the groundwork for a distinctive and pedestrian-oriented Village. The framework focuses on the Village's character and livability and ensures that higher-intensity village development is compatible with and supports existing neighborhoods both within and near the Village. This chapter includes the following:

- **Section 5.1: Existing Urban Design Conditions** describes the Village's major challenges in terms of urban design.
- **Section 5.2: Urban Design Framework** describes the various elements of the Village's urban design as envisioned by the Plan. Included for each topic are standards, which are requirements for all project applicants, and design guidelines, which are recommendations that will ensure quality design.
- **Section 5.3: Visualizations** presents two photosimulations that envision the future of the Winchester Boulevard and Stevens Creek Boulevard corridors. Also included are illustrations of how two development opportunity sites—case studies A and B—may achieve the urban design goals and comply with the standards and guidelines listed in Section 5.1.

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5.1 Existing Urban Design Conditions

The SRVF Urban Village is currently characterized by three major Regional retail destinations—Santana Row, the Westfield Valley Fair Mall, and the Winchester Mystery house. The Village’s three major destinations are all notably separated by major rights-of-way that, in some areas, act as barriers to pedestrian and bicycle circulation and accessibility. While Santana Row is designed with a cohesive and pedestrian-oriented public realm, this feature doesn’t extend to the entire Village, where building and site design generally prioritizes auto circulation. North of Stevens Creek Boulevard, the Westfield Valley Fair Mall is surrounded by surface parking with limited pedestrian accessibility to support alternative travel modes. Outside of the major destinations are single- and multi-family residences, many of which are isolated by a lack of clear pedestrian access points, long blocks, narrow sidewalks, and limited crossings.

The SRVF Urban Village currently supports a range of land uses and building heights. Heights and densities vary across the Village from one to 12 stories, but buildings above four stories are located confined to Santana Row and Tisch Way east of Winchester Boulevard.

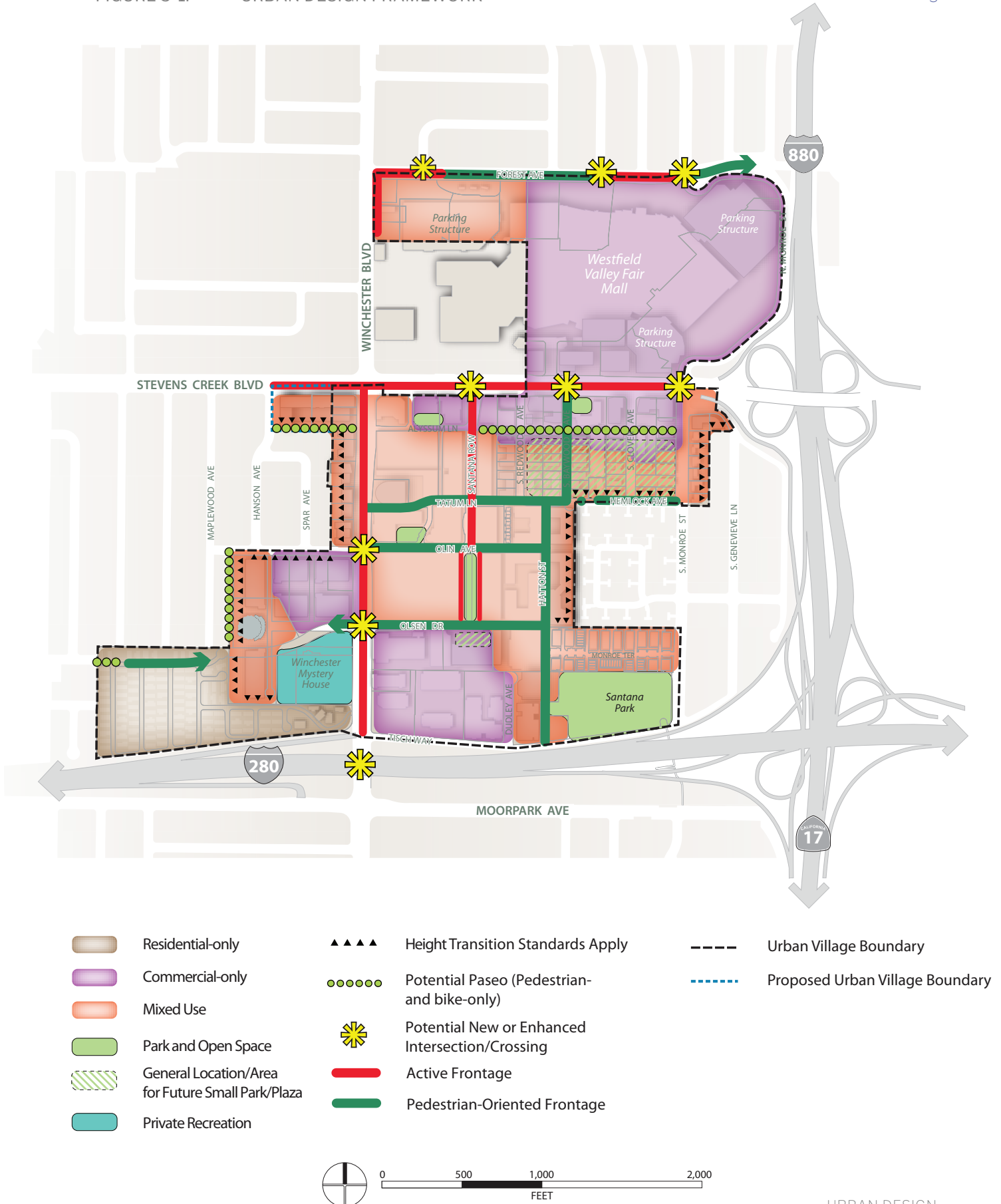
5.2 Urban Design Framework

Figure 5-1 describes the SRVF Urban Village’s urban design framework, focusing on the many elements of the Village’s visible and accessible public areas. This includes open space areas, connections to major roadways and destinations, the space between buildings and streets, and buildings themselves – all of which contribute to the area’s identity as a vibrant and walkable mixed-use San José Urban Village. In this section is discussion of the major elements of the Urban Design Framework, followed by relevant standards and design guidelines.

The five major elements of the Urban Design Framework discussed in this section are:

- A Cohesive and Pedestrian-Oriented Village
- Quality Building Design
- Compatibility of Building Height, Placement and Scale
- Access through Paseos, Pathways, and Parking
- An Environmentally Sustainable Village

FIGURE 5-1: URBAN DESIGN FRAMEWORK



5.2-1 A COHESIVE AND PEDESTRIAN-ORIENTED VILLAGE

Much of the Village supports a horizontal and vertical mix of residential and commercial uses, as shown in orange in Figure 5-1. The mixed-use district is expanded from Santana Row past Monroe Street to the east and across Winchester Boulevard to the west. In addition, the southeast corner of Forest Avenue and Winchester Boulevard supports mixed-use development. Mixed use land use designations include Urban Village, Mixed Use Commercial, and Mixed Use Neighborhood., as described in Chapter 2.

Some areas of the SRVF Village support commercial development only, including hotels, offices, and retail uses. Shown in purple in Figure 5-1, these areas are the Westfield Valley Fair Mall; most of the south side of Stevens Creek Boulevard; about 12 acres south of Olsen Avenue, and about half of Santana Row West. Commercial-only designations include Urban Village Commercial and Regional Commercial, as described in Chapter 2. The Winchester Ranch Mobile Home Park is the one area in the Village in which only residential uses are allowed.

While permitted uses are described in more detail in Chapter 2, ground floor frontage design, identified in Figure 5-1, lends shape and character to the Village. Two frontage types—Active and Pedestrian-Oriented—are applied to key blocks within the Village shown in Figure 5-1. Along the remainder of frontages, existing City standards apply.



Pedestrian-scaled building design, together with active ground floor uses such as retail, small parks, or plazas, plays a critical role in creating an engaging and pedestrian-oriented urban village.

5.2-1.1 Active Frontages

This ground floor frontage type applies to the entire Winchester Boulevard and Stevens Creek Boulevard corridors; Santana Row; and segments of Forest Avenue. Active uses, which are uses that engage the public and foster an inviting and comfortable pedestrian environment, are required along these frontages. Active uses include retail, personal services, dining establishments, live-work spaces, lobbies, active community spaces, fitness centers, small parks, parklets, or plazas. Uses that may cause pedestrian-vehicle conflict or that are incompatible with pedestrian comfort are restricted or prohibited.



5.2-1.2 Pedestrian-Oriented Frontages

Pedestrian-Oriented Frontages prioritize pedestrian comfort and connectivity. This ground floor frontage type applies along Olson Drive, Olin Avenue east of Winchester Boulevard, Baywood Avenue, Tatum Lane, Hatton Street, most of Forest Avenue, and the pedestrian bridge across I-280 at Santana Park. Along pedestrian-oriented frontages, active uses are encouraged but not required. Building frontages must incorporate detailed articulation and entrances must be designed at the pedestrian scale. Like on active frontages, uses that may cause pedestrian-vehicle conflict or that are incompatible with pedestrian comfort are restricted or prohibited.



The top photo shows active uses that attract foot traffic, while the bottom photo shows private uses. Both frontages, however, feature transparency and pedestrian-oriented design.

GOAL UD-1 Establish an active public realm that builds on and extends the character, energy and magnetism of Santana Row to the rest of the SRVF Urban Village.

GOAL UD-2 Support an engaging pedestrian environment along major pedestrian routes.

Standards

DS-1 Along all active frontages, a minimum of 75 percent of the ground floor linear frontage of any building must be active.

DS-2 Along all active frontages and pedestrian-oriented frontages:

- Ground floor building frontages shall have clear, untinted glass or other glazing material on at least 60% of the surface area of the facade between a height of two and seven feet above grade.
- Blank walls at the ground level shall be no more than 20 feet in length.
- Building frontages shall incorporate detailed articulation and entrances that are designed at the pedestrian scale.
- Loading docks and exposed parking are prohibited.
- Utilities and vehicular access points shall be minimized.

5.2-2 QUALITY BUILDING DESIGN

Building design shapes a building's character and dictates how a building relates to the public realm. The composition of a facade can create visual interest and ensure pedestrian orientation, and building details and articulation can both create design variety and establish harmony within a development or among adjacent buildings. This section addresses all elements of building design that have an impact on the public realm and overall urban design of the Village.

5.2-2.1 Ground Level Design — Non-residential and Mixed-use

Building design at the ground level is especially critical in an urban area with pedestrian traffic and active uses. This section lists standards and guidelines that will ensure that ground level commercial establishments contribute to the pedestrian oriented nature of the Village, and encourage individual storefronts to establish unique identity through façade articulation and creative design.

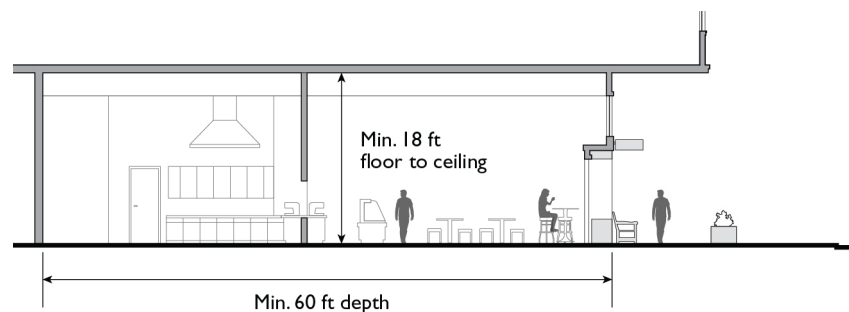
GOAL UD-3 Ensure that new development supports a continuously engaging public realm.

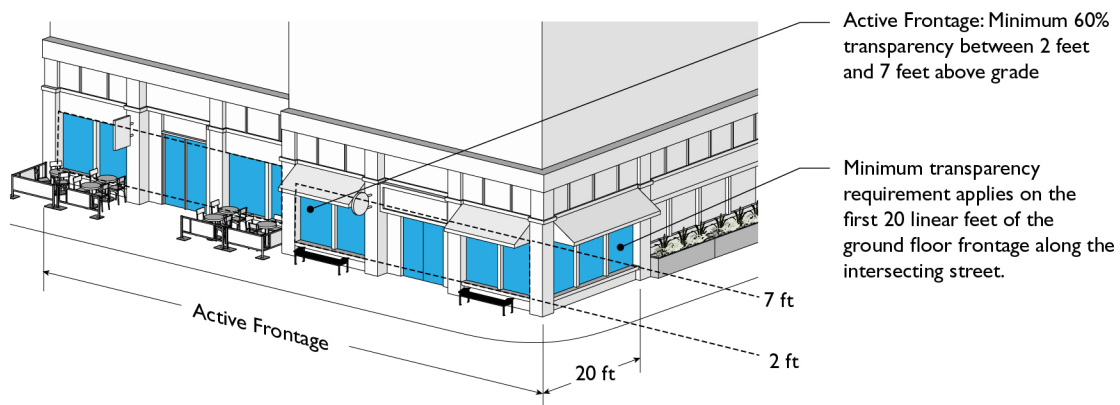
Standards

DS-3 Ground-floor entrances shall be well-defined, inviting, easy to find and oriented to the pedestrians. Ground-floor facades shall be designed to give identity to each retail establishment, through recesses and architectural features that are integral components of the building's composition.

DS-4 A minimum of one building entrance shall be provided along each public street frontage.

DS-5 Ground floor commercial spaces shall be a minimum depth of 60 feet and floor-to-ceiling height of 18 feet.





- DS-6** On corner lots where one side faces an active frontage, the active frontage ground floor transparency requirement shall also apply to the first 20 linear feet of the ground floor frontage along the intersecting street.
- DS-7** Ground floor spaces shall be designed to be flexible enough to accommodate a wide range of tenants such as restaurants, bakeries, flower shops, coffee shops and art/design shops, and mini-shops.
- DS-8** Franchise architecture is not permitted.
- DS-9** Entrances to residential, office or other upper-story uses shall be clearly distinguishable in form and location from ground-floor commercial entrances and must face a street or courtyard.
- DS-10** New buildings shall provide use high quality materials for the ground floor facing a public street. The use of stucco for the ground floor of large commercial or mixed-use buildings shall be minimized.
- DS-11** Interior tenant spaces shall be designed with “stubbed-out” plumbing, electrical, mechanical, and ventilation systems, grease interceptor(s) on site, or grease trap(s) to increase their marketability and flexibility for future restaurant and food service/ bakery type uses.



In San Francisco's Mission District, a small-scale florist shop occupies an approximately 12 ft-wide commercial space in a new residential mixed use building.

Guidelines

- DG-1** *Use large areas of glazing to allow high visibility of the commercial space interior and merchandise display to engage the pedestrians and avoid excessive mullions.*
- DG-2** *Incorporate awnings, porticoes, vertical massing elements, and other architectural elements.*
- DG-3** *Avoid opaque windows or windows covered with blinds at the ground floor.*
- DG-4** *Display merchandise in the public right of way to activate the street and engage the pedestrians. This may require a permit from the City of San Jose Department of Public Works.*
- DG-5** *Incorporate frequent entries and ample fenestration with visible activity on all publicly exposed façades of commercial and commercial mixed-use buildings.*
- DG-6** *Allow opportunities for small pop-up stores that have a window opening to the street to encourage pedestrians to stop and activate the sidewalk.*
- DG-7** *Activate the ground floor of parking structures by lining them with retail or other active uses.*
- DG-8** *Incorporate creative signs that reflect the a unique character or identity of the establishment.*
- DG-9** *Limit large-format commercial uses at the ground floor. Where large-scale format spaces are necessary on the ground floor, locate them on upper floors and/or toward the building interior and line with active uses along the street frontage and public open space frontages.*



Large windows attract pedestrians by providing views to the interior of commercial spaces.

5.2-2.2 Ground Level Design — Residential

Where residential uses within the Village are located on the ground floor, the ground floor building design must engage with public realm and contribute to a comfortable and inviting pedestrian experience while still maintaining privacy for residential units.

GOAL UD-4 Ensure that residential development located at the ground level contributes to an active public realm.

Standards

DS-12 Primary building entries, either individual or shared, shall be prominent and easy to identify; shall face a public street, pedestrian path, or paseo; and shall incorporate a projection (porch, stoop, bay window, etc.), recess, or combination of porch or recess.

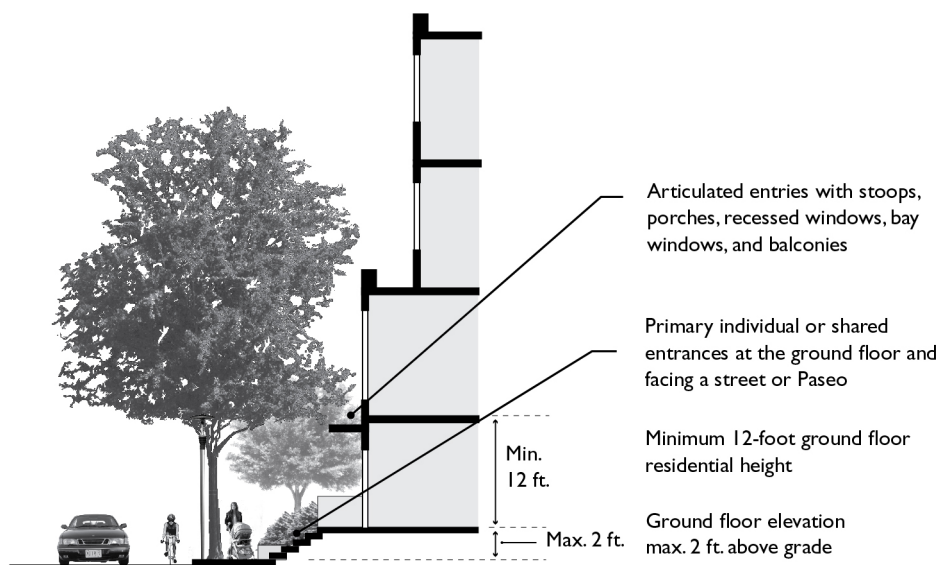
DS-13 The finished floor elevation shall be between two and four feet above the sidewalk elevation. Where the finished floor elevation is more than two feet above the sidewalk elevation, the elevation change shall be landscaped, terraced, punctuated with staircases at least every 25 feet, or otherwise treated with a transitional design feature. Podium walls above two feet in height are not permitted.

DS-14 Townhouse development shall incorporate landscaping in the required setbacks.

DS-15 A minimum of one pedestrian building entry shall be provided for each 50 feet of residential street frontage.



Residential entryways shall be prominent, well-defined, and pedestrian-scaled.



5.2-2.3 Whole Building Design

While ground floor design has an immediate impact on the pedestrian experience, it is essential that the entire building is designed in such a way that promotes building and neighborhood integrity. Building massing, scale, and overall design must be compatible with its height and use, as well as contribute to the Village identity and character. No particular building style is recommended for the Urban Village.

GOAL UD-5 Ensure that new architecture and design is high-quality and visually compelling.

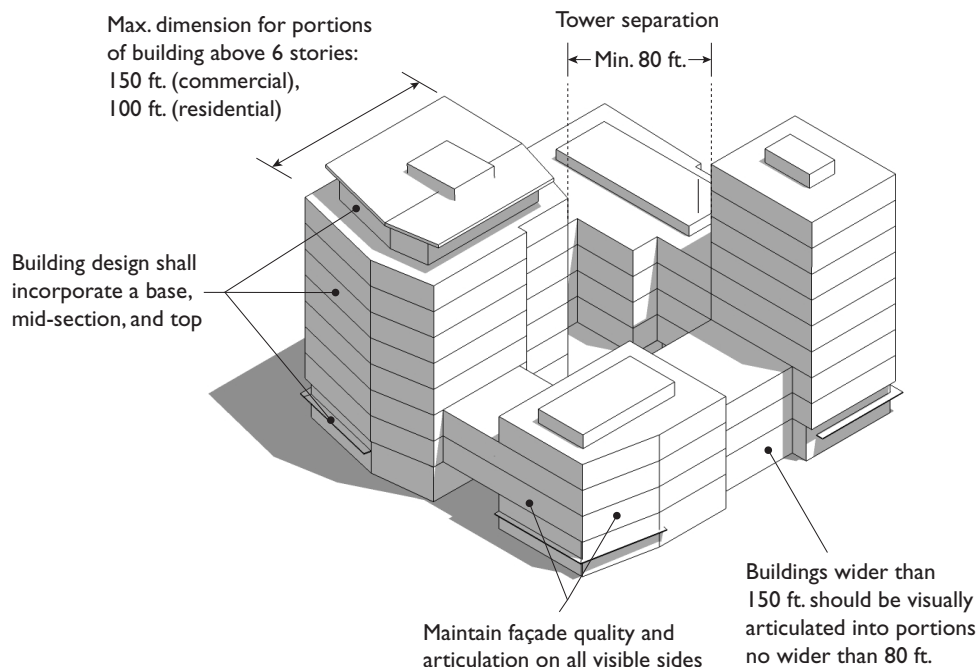
GOAL UD-6 Promote flexible buildings that can accommodate a range of uses and adapt to changes in the market over time.

Standards

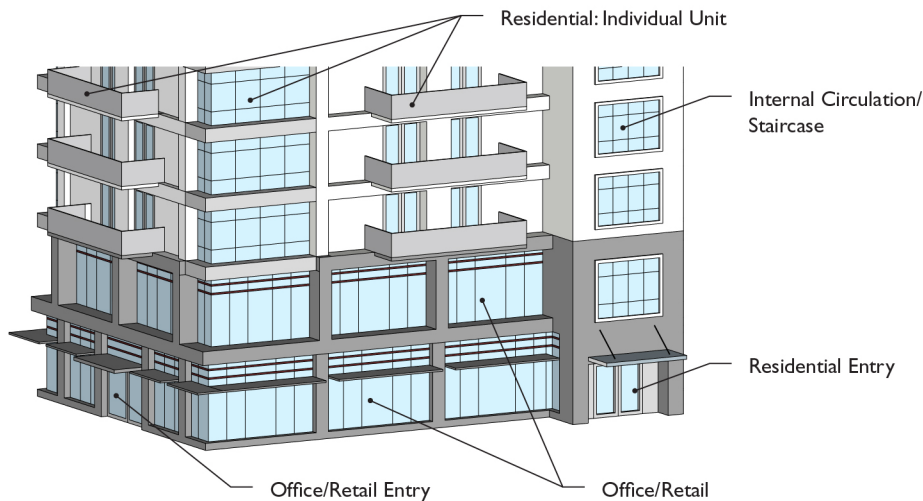
DS-16 All buildings shall contain the three traditional parts of a building: a base, a mid section, and a top. While a tower (typically above eight stories) may not have a distinct top feature, the building design shall distinguish the pedestrian-oriented base portion from the massing above.

DS-17 Buildings shall be “four-sided”, maintaining the façade’s quality of architectural articulation and finishes on all visible sides.

DS-18 Buildings wider than 150 feet shall be subdivided into portions that read as distinct volumes of a maximum 80 feet in width.



- DS-19** Building massing shall be broken up through height variation and façade articulation such as recesses, encroachments, shifting planes, and voids within the building mass. Street-facing facades shall include vertical projections at least four feet in depth for a height of at least two stories for every 25 horizontal feet.
- DS-20** Dimensions for portions of buildings above eight stories shall not exceed 150 feet for commercial uses or 100 feet for residential uses.
- DS-21** Towers (typically above eight stories) shall be separated by a minimum 80 feet.
- DS-22** Windowless facades facing the street are prohibited.
- DS-23** Window design shall reflect the different components of a building (ground floor lobbies, stair towers, office suites, or residential units).



- DS-24** Street-facing residential units shall be designed such that windows of primary living areas face the street.
- DS-25** Building façades shall be constructed of high quality and durable materials such as stone, brick, tile, wood, glass, and metal. Use of stucco shall be minimized and aluminum mesh is prohibited as a balcony material.
- DS-26** Colors should be harmonious; however, color contrast is encouraged to create contrast and accentuate architectural forms and features.
- DS-27** Avoid highly reflective surfaces and materials that cause heat and/or glare for pedestrians and motorists.



Balcony and window placement and design can help define the building facade proportions and reduce the perceived bulk of a building massing.

Guidelines

- DG-10** *Design building entrances that are visible and recognizable as such, and that fit in with the building's architectural style.*
- DG-11** *Design spaces that balance privacy and safety with access to air and sunlight. Prioritize south facing open space opportunities.*
- DG-12** *Recessed and projected balconies should be introduced as part of a composition that contributes to the scale and proportion of the building facades.*
- DG-13** *Design upper-story windows that are evenly spaced, vertically-oriented and similarly-sized to create a pattern along the street and give the building a human scale.*
- DG-14** *Design roofs to be an integral part of the overall building design and to complement neighboring roofs.*
- DG-15** *On buildings with flat roofs, include parapets that are with finished with cornices or other horizontal decoration, or that have clean edges with no visible flashing.*
- DG-16** *Incorporate usable outdoor terraces and rooftop gardens that overlook the street and provide visual interest.*
- DG-17** *Coordinate tower placement with other towers on the same block and adjacent blocks to maximize access to sunlight and views; minimize loss of sky view from the public realm; and contribute to an elegant skyline profile.*
- DG-18** *Design spaces with flexibility that will respond to changing demands and needs. Methods include but not limited to:*
 - *Construction techniques that allow conversion of residential units to meet changing occupancy requirements.*
 - *Building programming that considers tenant phasing (converting parking structure to office uses, etc.).*
 - *Open layouts that allow for various types of commercial and office uses with minimal reconstruction, including small businesses and start-ups.*
- DG-19** *Incorporate creative elements into buildings for both functional and aesthetic purposes, such as vertical gardens, which provide aesthetic interest while aiding in temperature control.*
- DG-20** *Provide alternative mode-choice supports such as, on-site shower and locker facilities and bike repair and safe storage systems.*

5.2-3 COMPATIBILITY OF BUILDING HEIGHT, PLACEMENT AND SCALE

Building massing in any infill development must consider the scale and nature of the adjacent uses. This section establishes goals and standards for building height limits, placement, and bulk, with special attention paid to areas where infill Village development is near existing residential neighborhoods. Together with density and intensity limits and other building and site design standards, the standards presented here will ensure context-sensitive design throughout the Village.

5.2-3.1 Building Height

While more intense land uses are generally allowed taller heights, building height does not correspond directly to land use. As shown in Figure 5-2, the Village's tallest height limit—150 feet—is applied along major corridors—Winchester and Stevens Creek boulevards and the I-280 and I-880 corridors. Additional height may be permitted if community amenities are provided, as described in Chapter 7.

In general, maximum height limits are “feathered down” from Winchester and Stevens Creek boulevards toward the residential uses within and adjacent to the Village. In the area north of Hemlock Avenue between Santana Row and Monroe Street, where parcels are typically small in size, a reduced height of 65 feet is applied on project sites less than 0.75 acre in size, in an effort to encourage lot consolidation and avoid large-scale buildings on small sites.

GOAL UD-7 Place the tallest building heights along the Winchester Boulevard, Stevens Creek Boulevard, and I-280 and I-880 corridors.

GOAL UD-8 Establish height districts that step down toward existing low-intensity residential uses.

GOAL UD-9 Ensure that project site size is compatible with the intensity of development.

Standards

DS-28 See Figure 5-2 for the SRVF Urban Village Height Limits.

DS-29 Non-occupiable architectural features such as roof forms, chimneys, stairwells and towers may project up to five feet above the maximum height.

DS-30 On sites where the adjacent context is lower-scale and not anticipated to change, the building base height shall not exceed the scale of the adjacent building.

DS-31 Create a sense of continuity between existing and new development. Ensure that new architecture and design is high-quality and visually compelling.

FIGURE 5-2: BUILDING HEIGHT DIAGRAM

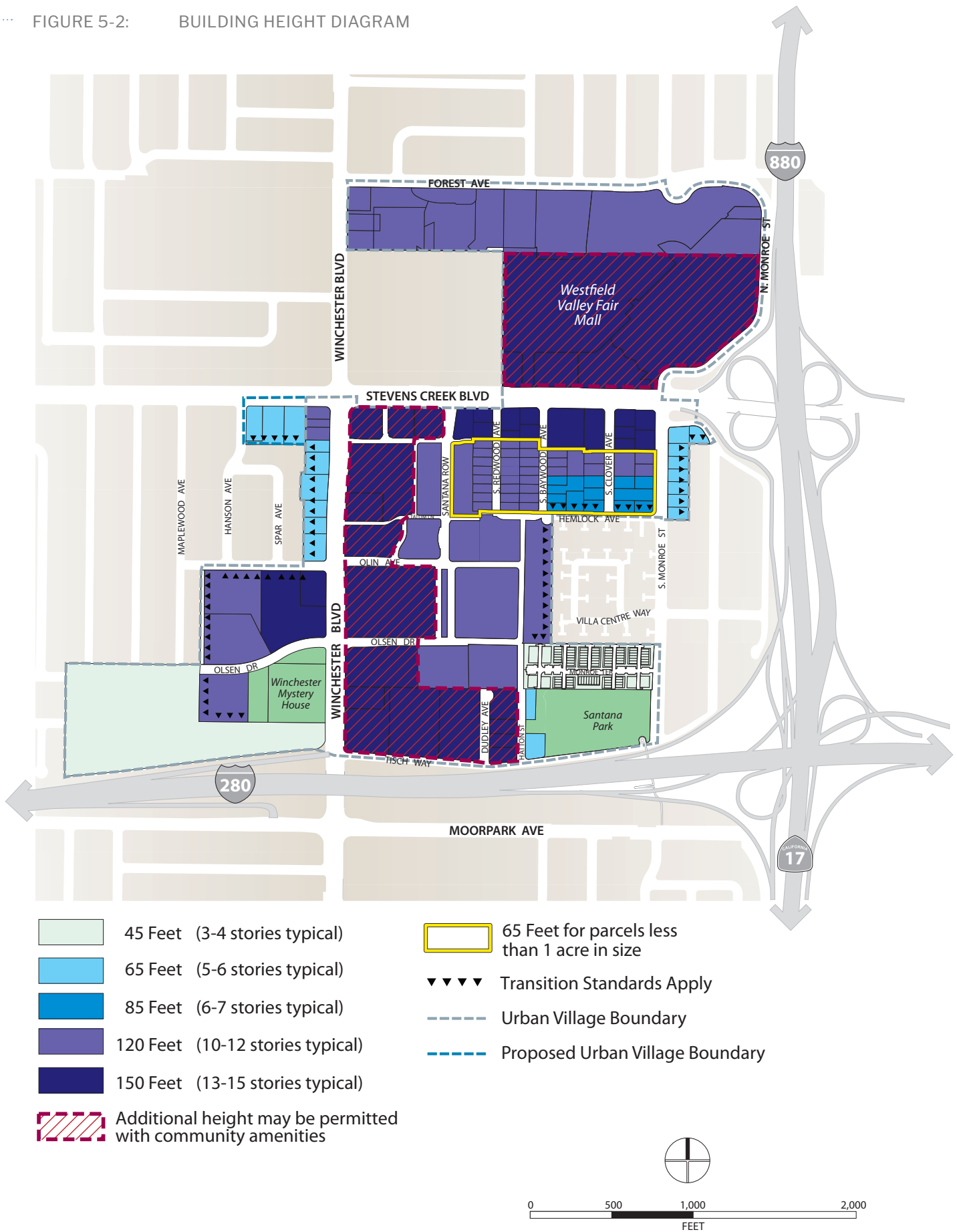
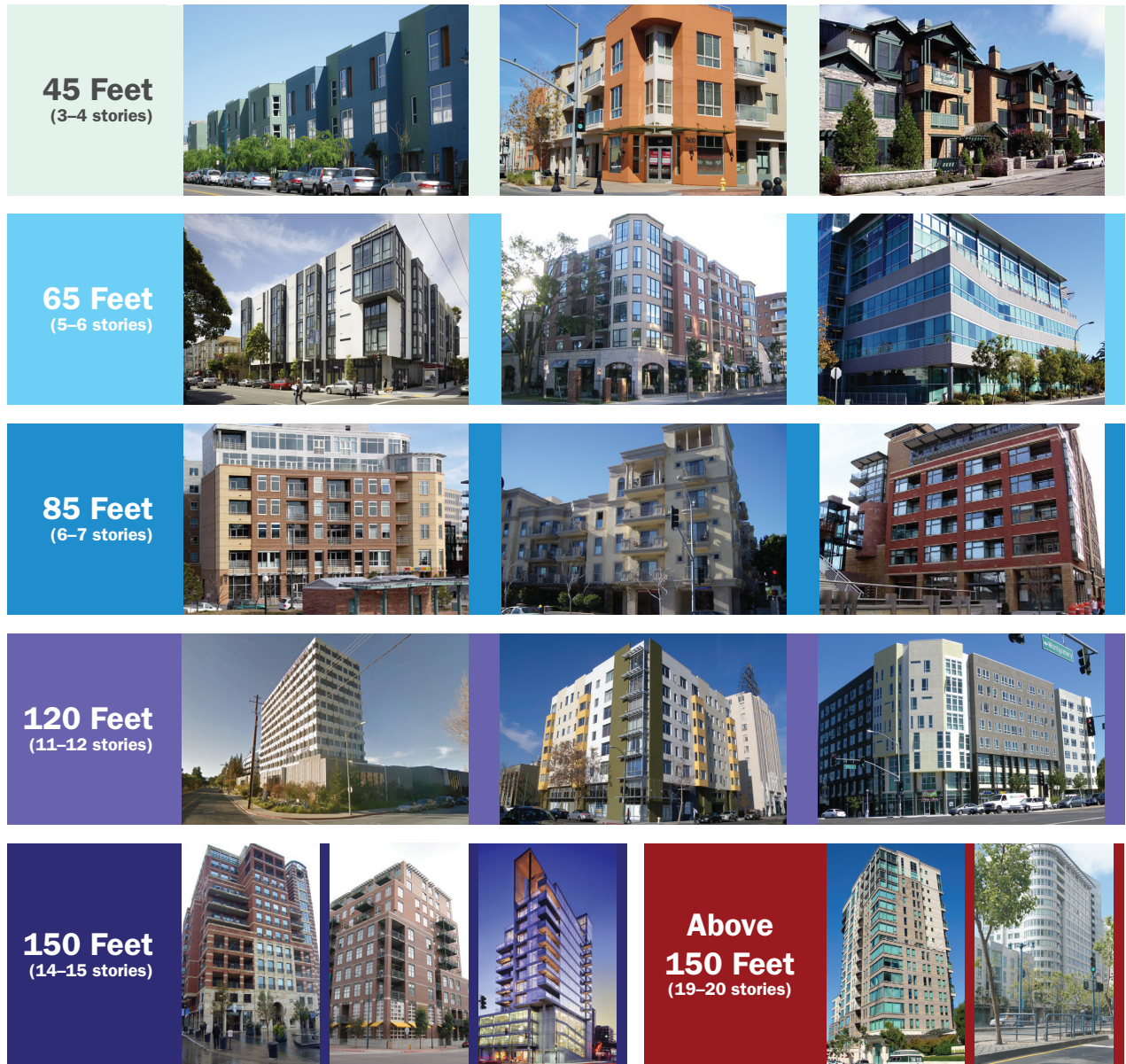


FIGURE 5-3: BUILDING HEIGHT EXAMPLES



5.2-3.2 Building Placement and Transitions

Building placement and bulk throughout the Urban Village are determined by several factors, including land use, location, and adjacent uses. Setback standards help enforce the desired character of the land use, as described in Chapter 2, without limiting the capacity of private development. Setback and street frontage standards also ensure a continuously active and engaging street frontage in select locations, supporting the vibrancy of the Village's public realm.

In areas where a mixed-use or commercial building abuts lower-intensity residential use, the SRVF Urban Village Plan specifies transitional height standards that ensure sufficient light and “breathing room” for the lower-intensity use in terms of sunlight access, privacy, and noise. In general, transitional height standards apply where SRVF development immediately abuts uses designated by the General Plan as Residential Neighborhood (typically R-1 and R-8 zones), as well as along the north side of Hemlock Avenue, where Village uses is directly across the street from existing residential uses.

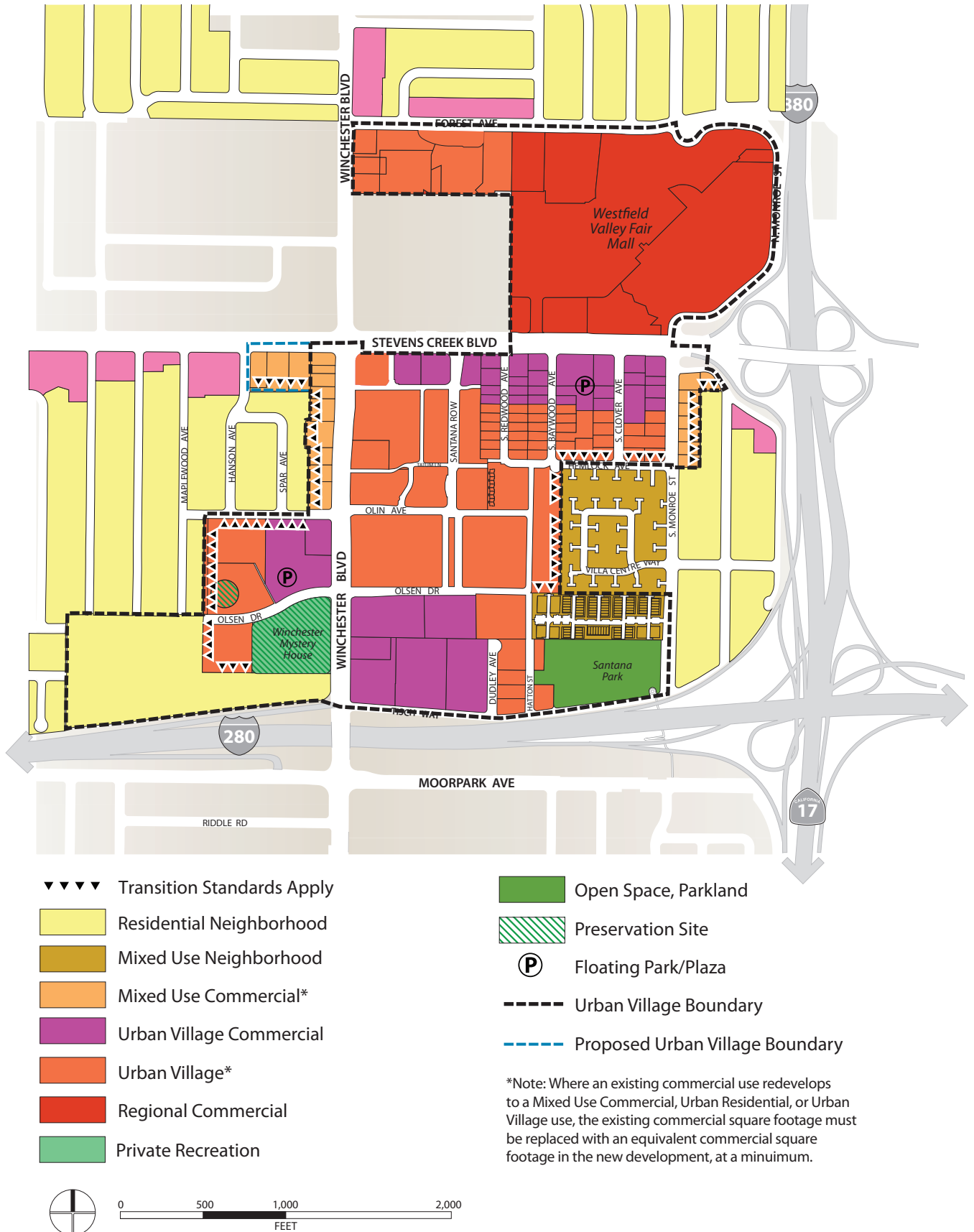
GOAL UD-10 Create continuous building frontages that frame the Village's public realm and streets.

GOAL UD-11 Ensure that Village development respects the scale, light, and privacy of existing residential neighborhoods in and near the Village.



The buildings above minimize setbacks, create engaging and active street frontages, and incorporate varied massing and bulk that transitions to the scale of the public realm and to neighboring buildings.

FIGURE 5-4: BUILDING HEIGHT TRANSITION AREAS



Standards

DS-32 See Table 5-1 for the Building Placement standards.

DS-33 Active entry courtyards, plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use located between the setback line and building may count toward front setback requirement.

DS-34 Where the existing sidewalk in front of a development project is less than the required sidewalk (20 feet along Winchester and Stevens Creek boulevards and 15 feet on all other streets; see Chapter 6), the project must make up the difference such that the entire required sidewalk width is publicly accessible and functions as a sidewalk.

DS-35 See Figure 5-4 for areas where transitional height standards apply, in the context of Village and surrounding land uses.

DS-36 See figures 5-5 through 5-7 for transitional height standards requirements.

TABLE 5-1: BUILDING PLACEMENT AND BULK STANDARDS

	LAND USE PER FIGURE 2-1: LAND USE DIAGRAM		
	URBAN VILLAGE AND URBAN VILLAGE COMMERCIAL	REGIONAL COMMERCIAL, NEIGHBORHOOD/COMMUNITY COMMERCIAL AND MIXED USE COMMERCIAL	URBAN RESIDENTIAL AND MIXED USE NEIGHBORHOOD
FRONT SETBACK, NON-RESIDENTIAL GROUND FLOOR USE	<ul style="list-style-type: none"> 0-10 ft. Buildings must be located at the property line for a minimum of 50% of street-facing building frontage. 	<ul style="list-style-type: none"> Min. 0 ft Building must be located at the property line for a minimum of 50% of street-facing building frontage. 	
FRONT SETBACK, RESIDENTIAL GROUND FLOOR USE	2-5 ft. <i>(applies to Urban Village only)</i>	2-5 ft. <i>(applies to Mixed-Use Commercial only)</i> ²	2-10 ft.
STREET SIDE SETBACK	0-10 ft.	Min. 0 ft.	Min. 5 ft.
SIDE SETBACK	<ul style="list-style-type: none"> 0 ft. Where adjacent to residential use with 35 ft. or 45 ft. height limit (see Transitions) 		<ul style="list-style-type: none"> Min. 5 ft. Where adjacent to residential use with 35 ft. or 45 ft. height limit, see Transitions
REAR SETBACK	<ul style="list-style-type: none"> Min 10 ft. Where adjacent to residential use with 35 or 45 ft. height limit, see Transitions 		

FIGURE 5-5: URBAN VILLAGE/URBAN VILLAGE COMMERCIAL ABUTTING SINGLE-FAMILY RESIDENTIAL, MAXIMUM 35-FOOT HEIGHT

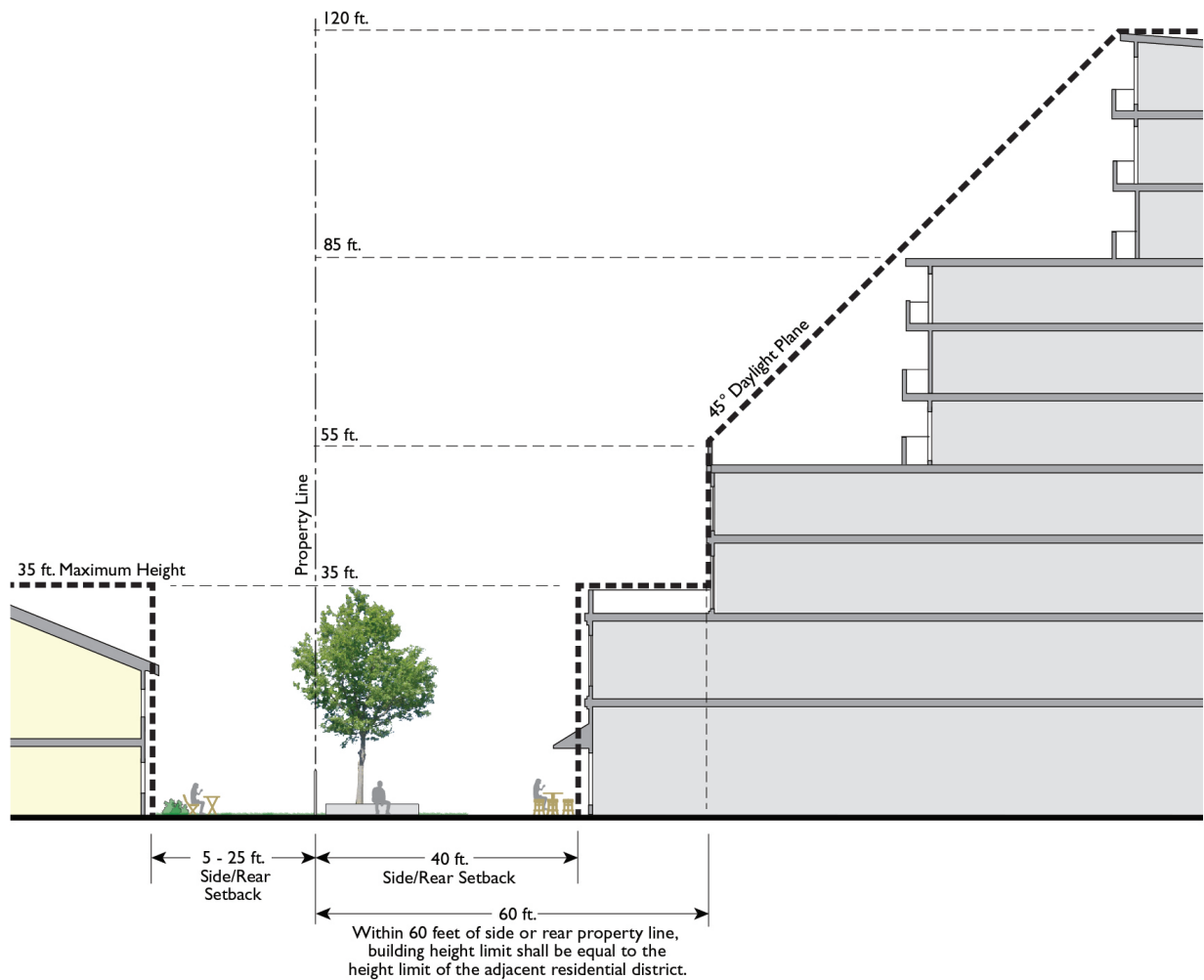


FIGURE 5-6: MIXED USE COMMERCIAL ABUTTING SINGLE-FAMILY RESIDENTIAL

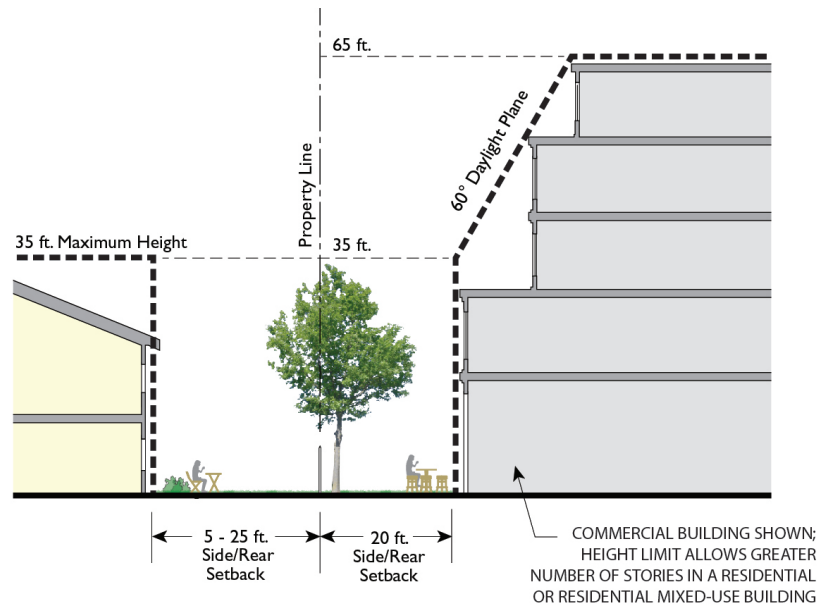
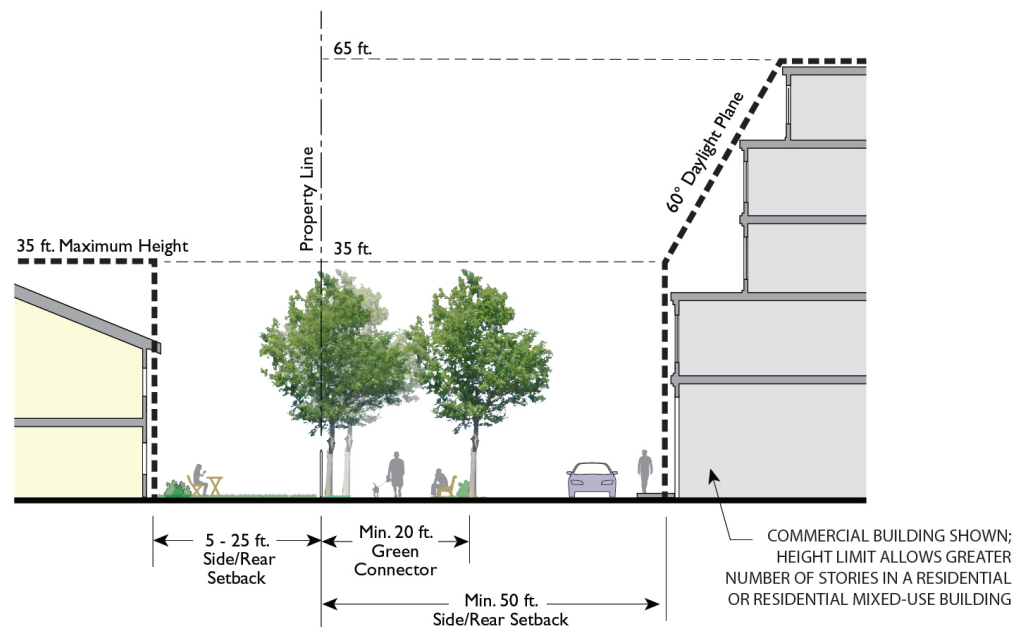


FIGURE 5-7: MIXED USE COMMERCIAL ABUTTING MULTIFAMILY RESIDENTIAL, SEPARATED BY A GREEN CONNECTOR



5.2-4 ACCESSIBILITY THROUGH PASEOS, PATHWAYS, AND PARKING

Creating a sense of cohesion and accessibility throughout the Village requires not only appropriate building frontages, design and placement, but also well-designed site plans that, collectively, establish a well-connected and permeable network of pathways. This section addresses the network of pedestrian- and bicycle-only paseos, additional pathways through large sites, enhanced crossings, building orientation, parking, and service and loading areas.

5.2-4.1 Paseos

Within the SRVF Urban Village, a number of pedestrian- and bike-only paseos will become new publicly-accessible linear open spaces that serve the Village and nearby neighborhoods. The paseos serve multiple functions: they enhance connectivity within the Village, act as buffers between low-intensity residential neighborhoods and more intense Village development; and supplement the parks by adding to the usable green space within the Village.



Pedestrian- and bicycle-only paseos not only enhance connectivity but can support a range of pedestrian-oriented programs and amenities.

This concept is already being showcased at a development called The Meridian at Midtown located between Race Street and Meridian Avenue in the West San Carlos Urban Village and is also proposed at the Great Oaks Development in South San Jose connecting River Oaks Parkway to Coyote Creek Trail. Similarly, the former San Jose Redevelopment Agency successfully executed several paseos, such as the Paseo de San Antonio, that were envisioned in the San Jose Downtown Streetscape Master Plan (2003).

Under certain criteria, including public access, active paseos constructed by residential developers and located on private property may be eligible for “private recreation” credit toward their obligation under the City’s Park and Dedication and Park Impact Ordinances (PDO/PIO).

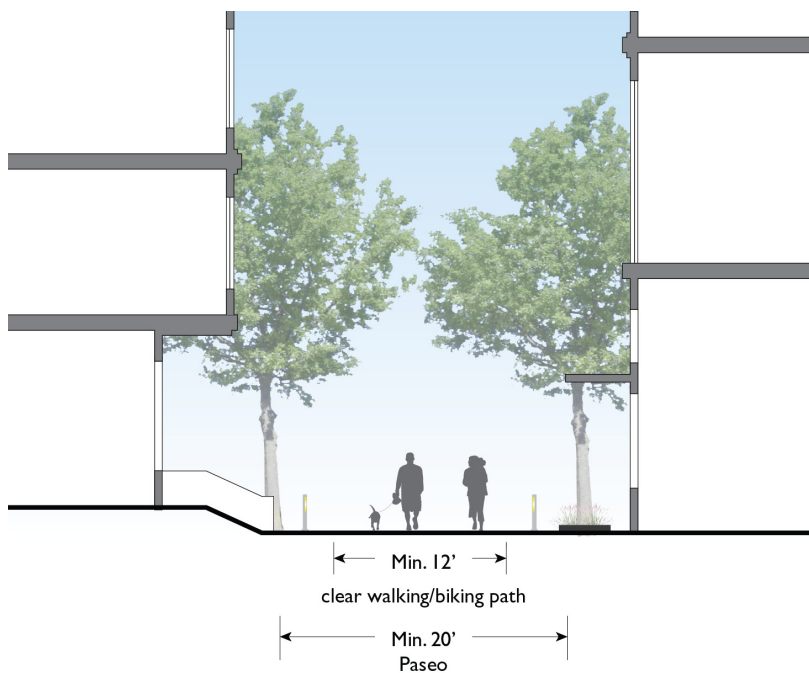
In the SRVF Urban Village, paseos are envisioned in four locations:

- **Along the Alyssum Lane alignment east of Winchester Boulevard.** This is envisioned as a active paseo, which serves as an east-west mid-block connection through the long block between Stevens Creek Boulevard and Hemlock Avenue. Figure 5-1 locates this paseo at the Alyssum Lane alignment, though actual location may vary by block and is to be determined by future development site plans.
- **Along the Alyssum Lane alignment west of Winchester Boulevard.** Located along the south side of the parcels the front Stevens Creek Boulevard west of Winchester Boulevard, this serves both as a buffer between Village development and the existing residences along Spar Avenue, as well as an active east-west connection from Winchester Boulevard and Hanson Avenue.
- **Between Santana Row West and the existing residential neighborhood facing Maplewood Avenue.** This paseo serves primarily as a buffer, providing passive green space between Santana Row West and existing residences facing Maplewood Avenue.
- **Connecting Olsen Drive with Prune Way.** This paseo is simply a connection that bridges the existing gap in pedestrian and bicycle connectivity between Prune Way and Olsen Drive. Once connected, it will create the Village’s only continuous east-west path from Cypress Avenue through to Winchester Boulevard south of Stevens Creek Boulevard.

GOAL UD-12 Enhance the Village's pedestrian and bicycle circulation network with green mid-block pedestrian- and bicycle-only paseos.

Standards

- DS-37** Paseos shall be incorporated into site plans of new development as indicated in Figure 5-1., in an effort to complete the active transportation networks in the Urban Village.
- DS-38** Paseos shall be no less than 20 feet wide with a minimum 12-foot clear walking/biking path.
- DS-39** A dual use of open space and Emergency Vehicle Access (EVA) may be acceptable where necessary, but the space shall be primarily designed for open space uses.
- DS-40** Paseos shall be constructed with low impact and permeable paving materials to efficiently manage the stormwater and minimize the area's heat island effect.
- DS-41** Paseos should have direct sunlight with a sense of openness and human scale.
- DS-42** Active paseos may be open to traffic only for loading and unloading purposes.
- DS-43** To ensure pedestrian safety, pedestrian lighting shall be at eye level. No light source should be directed skyward in paseos that are adjacent to residential areas.



5.2-4.2 Site Planning and Pedestrian Access

In addition to paseos, developments on large sites must incorporate pedestrian pathways that facilitate access to sidewalks; nearby parks, plazas and paseos; parking; and on-site and nearby buildings. These pathways are essential for overall accessibility of the Village and its many destinations.

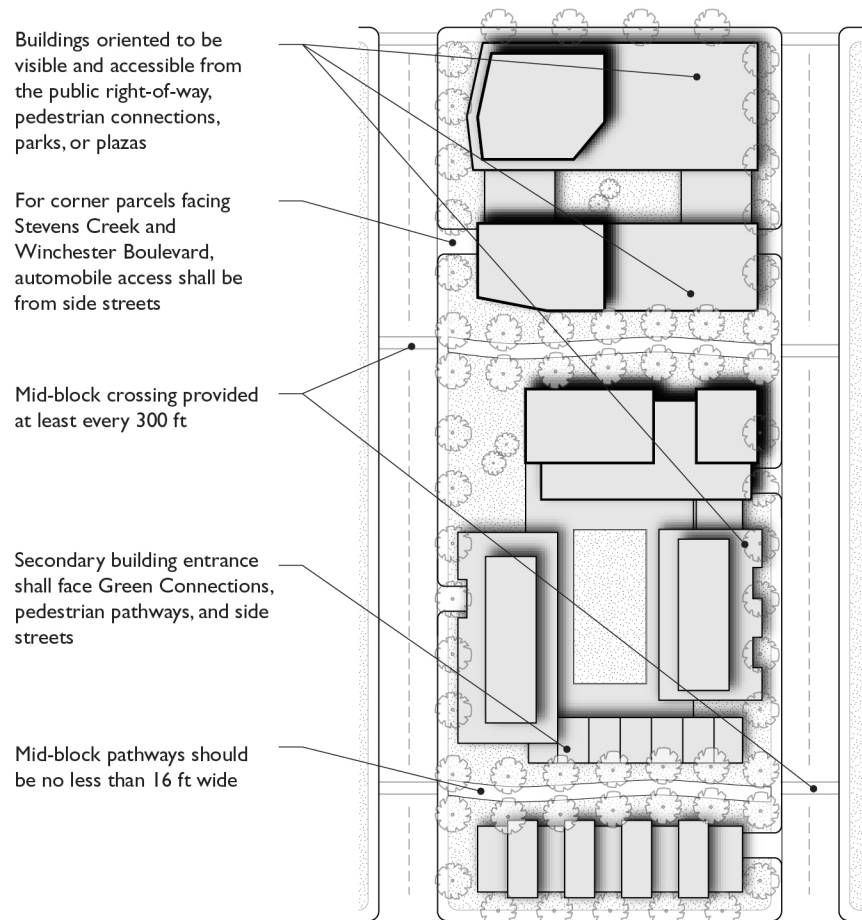
GOAL UD-13 Enhance the existing pedestrian environment by creating a more interconnected pedestrian circulation system on large sites and throughout the Village both in the public realm and on private development.

Standards

DS-44 For blocks longer than 500 feet, mid-block connections shall be provided every 300 feet, at minimum.

DS-45 Mid-block pathways shall be no less than 16 feet wide.

DS-46 Larger establishments shall be designed with a pedestrian orientation that provides continuous connections with adjacent paseos or other pedestrian pathways.



- DS-47** Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas. Buildings that face onto two public streets shall provide visible and accessible entrances onto both streets.
- DS-48** Buildings shall align with street frontages and public pedestrian pathways to create continuous street walls.
- DS-49** Secondary building entrances shall face paseos, pedestrian pathways, and side streets.
- DS-50** Automobile access to corner parcels shall be from side streets in an effort to reduce pedestrian and vehicle conflicts along Winchester Boulevard and Stevens Creek Boulevard and to create a continuous pedestrian environment.
- DS-51** Locate and design shared outdoor space to maximize access to sunlight and to minimize impacts from service and mechanical equipment areas.
- DS-52** Reduce the number of driveways along Winchester Boulevard to enhance safety for pedestrians and bicyclists and improve streetscape character.
- DS-53** When redevelopment occurs, explore limiting the number of driveways along Winchester and Stevens Creek boulevards.

Guidelines

- DG-21** *Encourage mid-block connections and walkways to be integrated with building entrances, transit stops, plazas and parks.*
- DG-22** *Locate entrances and upper-story windows such that they look out onto and, at night, cast light onto, sidewalks and pedestrian paths.*
- DG-23** *Promote ground level activity and visual interest by incorporating pedestrian amenities, landscaping, and public open space.*
- DG-24** *Define open spaces through low walls, fences, or landscaping. Open space should not be bordered by surface parking areas.*
- DG-25** *Improve the setback area along the residential street frontages with trees and planting to enhance the landscape quality and the character of the existing residential street.*
- DG-26** *Incorporate clear and convenient access to transit facilities to the extent possible in the early stage of site planning.*
- DG-27** *Incorporate carsharing and/or bikesharing locations into their sites where appropriate.*

5.2-4.3 Parking and Loading

Design and location of parking areas and service and loading areas is critical to maintaining the Village's continuous pedestrian-oriented environment. This section addresses how new development can minimize the impacts of these needed areas to the Village, both visually and in terms of access.

GOAL UD-14 Ensure that parking and service areas are visually minimized from the public realm.

GOAL UD-15 Provide ample bicycle and pedestrian amenities to increase comfort of non-motorized travelers.

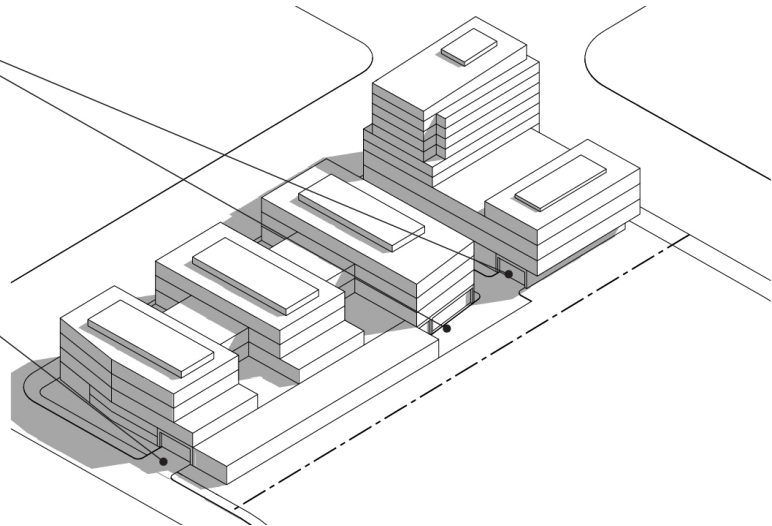
Standards

DS-54 Loading and service areas shall not be visible from the right-of-way and shall be located at the rear of a property, in structures, or in the interior of blocks.

DS-55 Entrances to loading and service areas shall be from side streets or alleys where possible.

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Entrances to loading and service areas shall be from side streets or alleys where possible.



Entrances to loading and service areas shall be from side streets or alleys where possible.

DS-56 Parking structures shall not be visible from Winchester Boulevard or Stevens Creek Boulevard. Structures shall be underground, wrapped with habitable uses, or fully screened with decorative screens or public art.

DS-57 Surface parking shall not be permitted between the sidewalk and building façade.

DS-58 Bicycle parking for visitors shall be located as close to the primary entrance as possible and shall be readily accessible and visible from the street level.

- DS-59** Provide on-site bike storage and BikeLink (regional locker and bike station network).
- DS-60** New developments should include secured bike parking for tenants and showering facilities.
- DS-61** A vehicular exits from a parking structure located five feet or less from a sidewalk or paseo shall include a visual and/or audible alarm to warn pedestrians and cyclists of exiting vehicles.

Guidelines

- DG-28** *Wherever possible, locate entrances to parking lots, structures, or podiums along the side of a building and accessed from an alley or a driveway along the side of the property.*
- DG-29** *If parking access is located on a primary street frontage, minimize the length of the curb cut and explore the possibility of reducing pedestrian-vehicular conflicts by sharing parking, driveways and/or loading areas with adjacent property owners.*
- DG-30** *Reduce pedestrian and vehicle conflicts by minimizing driveways along active and pedestrian-oriented frontages.*
- DG-31** *Support shared parking spaces that serve two or more separate developments, particularly when developments have different operation hours.*
- DG-32** *Encourage curb-space designated for short-term pickup and drop-off in support of delivery, taxi and TNC services. These services can reduce parking demand and residents' travel needs.*



Bicycle parking should be located as close to the building entrance as possible.

5.2-5 AN ENVIRONMENTALLY SUSTAINABLE VILLAGE

Environmentally sustainable development focuses on a “whole systems” approach to the siting, orientation, design, construction, operation, maintenance, renovation, and demolition of buildings and landscapes. Green building strategies to be employed in the SRVF Village include efficiencies in structure design, energy usage and water consumption; the reduction of waste; improving and maintaining indoor environmental quality for the comfort and health of occupants; and the optimization of operations and maintenance systems.

Benefits of green building include natural resource conservation, energy efficiency, improved health of employees and residents, and increased economic vitality.

GOAL UD-16 Maximize sustainable design measures in building design.

Standards

DS-62 All new development shall be consistent with or exceed the City’s Green Building, renewable energy, stormwater and trash management, Ordinance and City Council Policies, 2040 General Plan Environmental leadership section as well as State and/or regional policies.

Guidelines

Energy Efficiency

- DG-33** *Incorporate building materials that are locally made, produced with minimal pollution, and create minimal adverse impacts to the environment.*
- DG-34** *Use materials from local salvage companies and/or materials that are reclaimed during the deconstruction phase of redevelopment sites within the region.*
- DG-35** *Consider life cycle heating and cooling costs for potential building materials to maximize energy conservation. Incorporate screens, ventilated windows, green roofs, shade structures and shade trees along facades, rooftops and surface parking lots to minimize heat gain effects.*
- DG-36** *Provide operable windows that allow natural ventilation and potentially eliminate the need for mechanical ventilation. If mechanical systems are necessary, use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.*



Vertical farms can be incorporated as the building's screening.

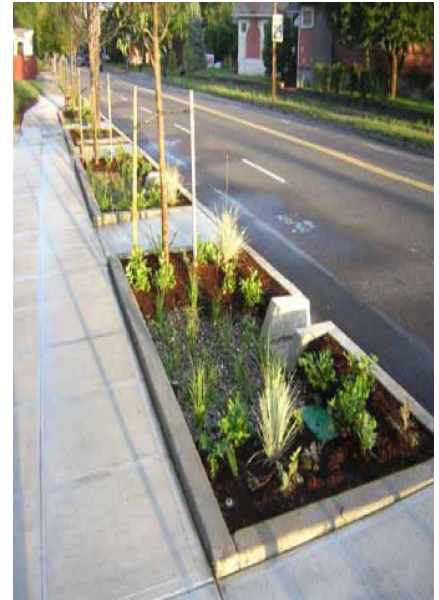
- DG-37** *Select lighting fixtures to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.*
- DG-38** *Incorporate photovoltaic in private development to capitalize on sun exposure for reduction in energy costs.*
- DG-39** *EV charging signage and wayfinding should be provided to increase public awareness of EVs and support existing EV users.*
- DG-40** *Encourage the incorporation of “smart systems” to automatically control the building’s operation system, including lighting, heating, ventilation and air conditioning, security, and other systems.*

Stormwater Management

- DG-41** *Manage stormwater runoff in compliance with the City’s Post-Construction Urban Runoff (6-29) and Hydromodification Management (8-14) Policies.*
- DG-42** *Use native or drought tolerant plant species that require low water usage and maintenance.*
- DG-43** *Use natural drainage such as bioretention in on-site pocket parks and other landscaped areas to filter surface water run-off.*
- DG-44** *Use permeable paving surfaces in parking lots and other paved areas to increase natural percolation and on-site drainage of stormwater.*

Trash Management

- DG-45** *Keep the sidewalk in front of all development free of solid waste. Refer to Chapter 9.10.510 of the Municipal Code for more information.*
- DG-46** *Install public trash receptacles on private and public rights-of-way within 25 feet of any point of pedestrian ingress or egress. These receptacles trash shall be maintained and regularly emptied.*



Rain gardens and infiltration planters can be used to mitigate stormwater runoff.

5.3 Visualizations

This section provides visualizations of key corridors and potential development sites within the Santana Row/Valley Fair Urban Village. Designs shown here are not meant to be prescriptive; rather, they are intended to illustrate the standards and design guidelines described in this chapter and to show how the resulting development may transform the Village. Photosimulations are collages over a photograph, and case studies show potential massing on key sites.

5.3-1 PHOTOSIMULATIONS

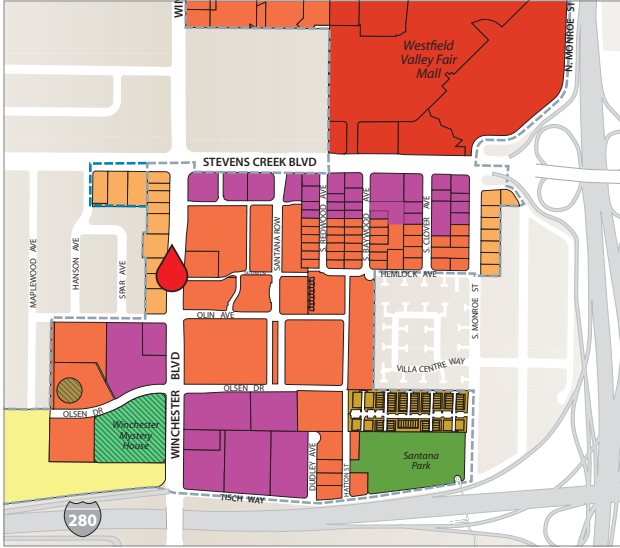
The photosimulations on the following two pages reflect a potential build-out scenario of the land uses, heights, building massing, and building placement standards described in this Plan. The intention is to show how the fully implemented plan would “feel” from an eye-level point of view at key locations in the Village’s public realm. The *Winchester Boulevard Photosimulation* shows the view looking from the west side of Winchester Boulevard, looking north between Olin Avenue and Stevens Creek Boulevard; the *Stevens Creek Boulevard Photosimulation* shows the view on the south side of Stevens Creek Boulevard looking east, between S Redwood and S Baywood Avenues; and the *Olin Drive Photosimulation* shows the view on Maplewood Avenue looking east. These views are illustrative only.

5.3-2 CASE STUDIES

The case studies shown here were developed to help draft the standards and design guidelines presented earlier in this chapter. At the same time, modeling development on key sites helped to ensure that the cumulative projected buildout on the Village’s many potential development sites over the planning horizon will be consistent with the goals of the City’s General Plan.

Two of these sites are illustrated on the following pages. Case Study A shows a potential build-out scenario on the corner of Stevens Creek Boulevard and Winchester Boulevard, and Case Study B shows a potential build-out scenario on the block bound by Stevens Creek Boulevard, Hemlock Avenue, S Redwood Avenue, and Baywood Avenue. These sites were selected as case studies due to their large size, prominent locations, wide range of urban design conditions, and the wealth of opportunities they present as potential development sites. The designs shown are illustrative only, showing just one feasible development scenario for each site.

WINCHESTER BOULEVARD PHOTOSIMULATION

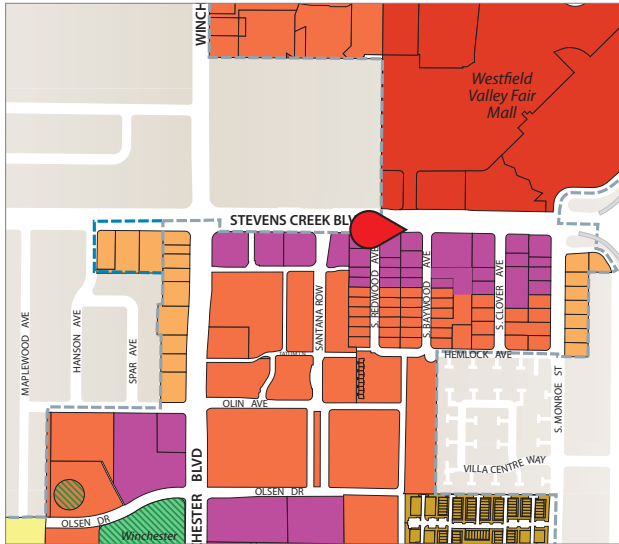


Before



After

STEVENS CREEK BOULEVARD PHOTOSIMULATION

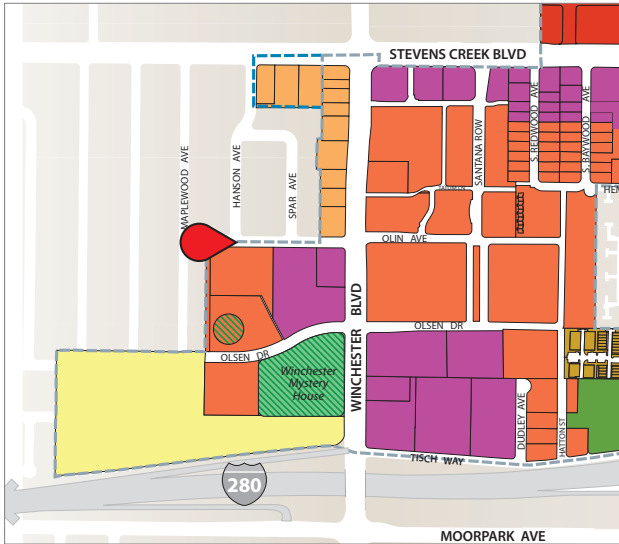


Before



After

OLIN AVENUE PHOTOSIMULATION



Before

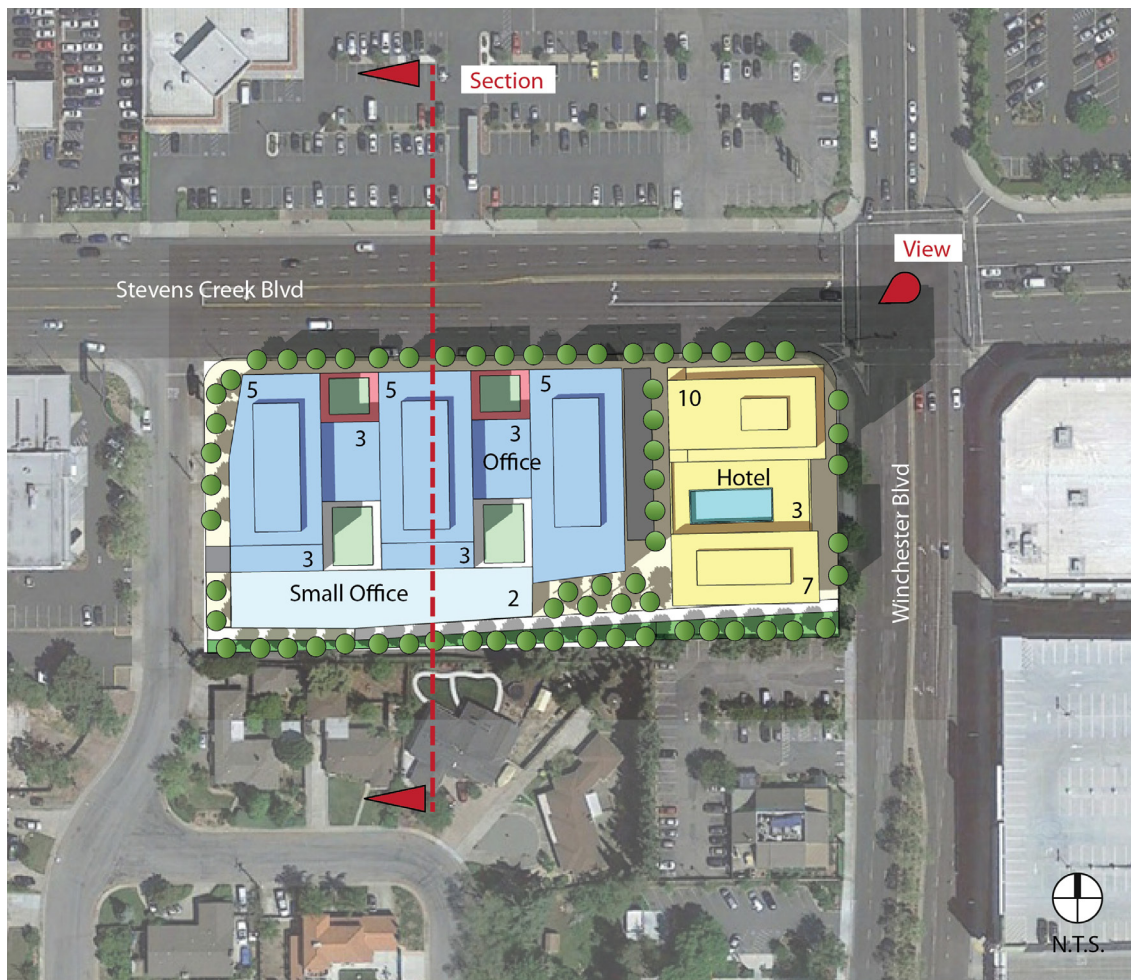


After

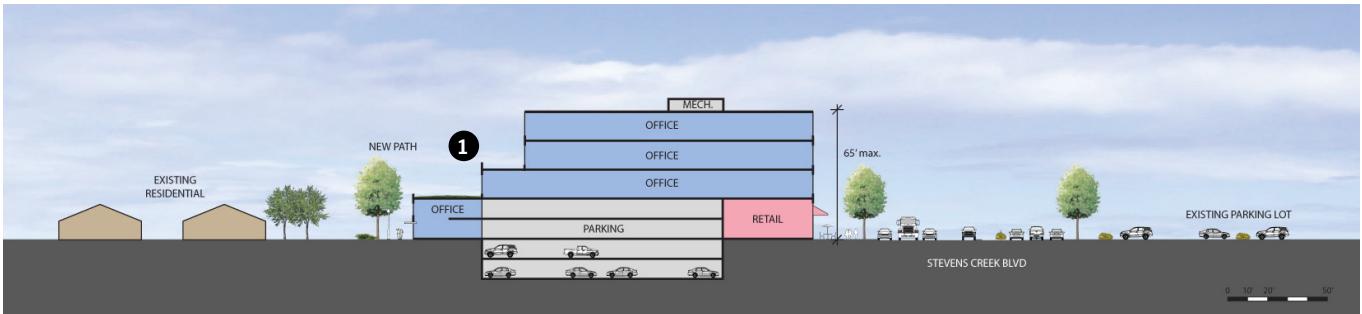
CASE STUDY A

Site A occupies six parcels at the corner of Winchester Boulevard and Stevens Creek Boulevard. The case study assumes assembly of these six parcels into one 2.7-acre site with a land use designation of Mixed Use Commercial across the entire site. The study envisions a 120-foot hotel on Winchester Boulevard with active retail at the ground level and parking underground. On the west half of the site are 65-foot office buildings with ground floor retail along Stevens Creek. Four levels of parking serve the office uses—two podium levels and two levels underground.

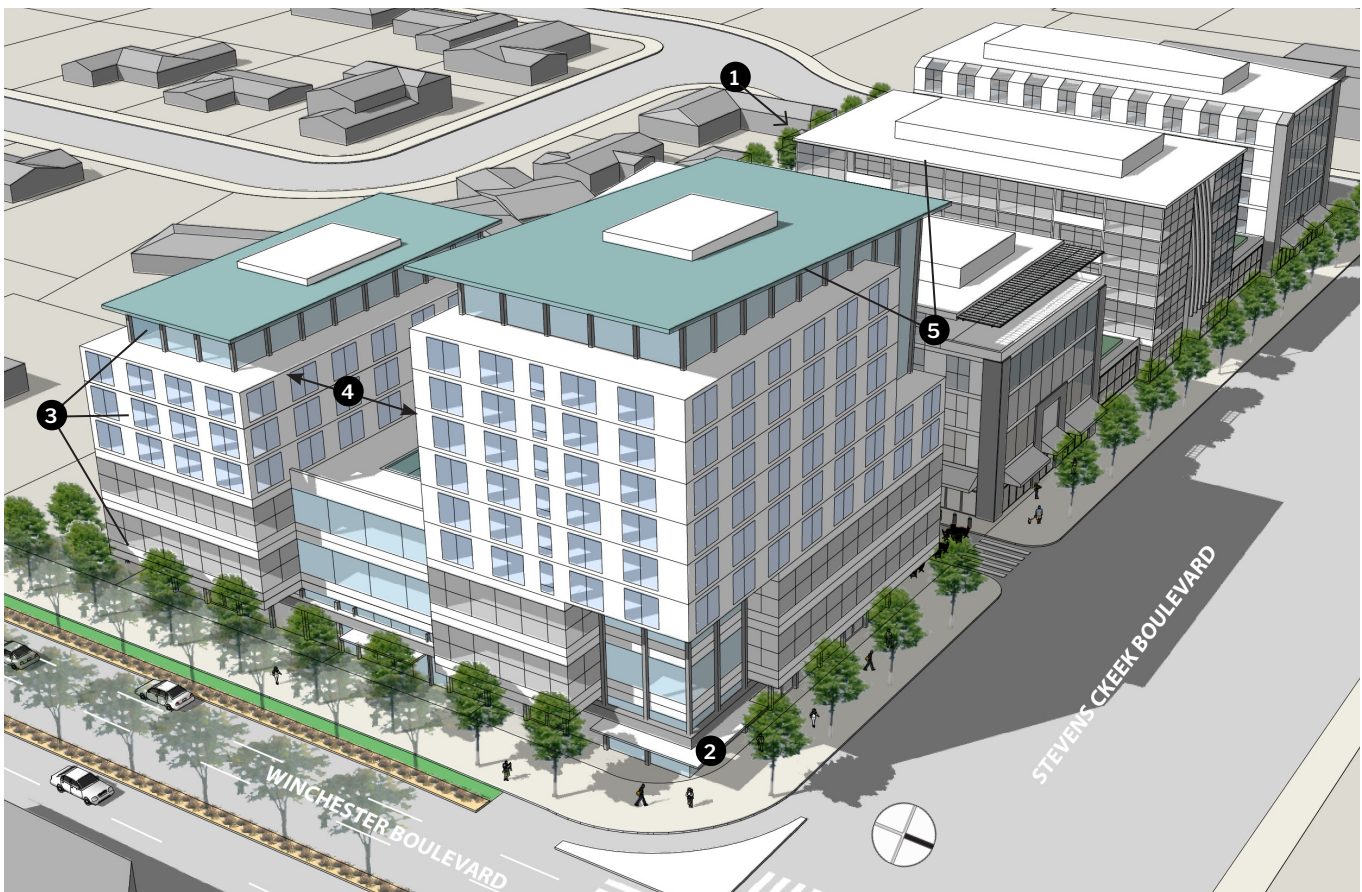
As shown in the Urban Framework Diagram, a pedestrian and bike-only Green Connector spans the south side of the site between Winchester Boulevard and Hanson Avenue. Small two-story office spaces along the south side of the development overlook the Green Connector. Transitions to existing residential uses to the south are achieved through courtyards and stepping-down of building massing.



Plan



Section



View

KEY URBAN DESIGN FEATURES

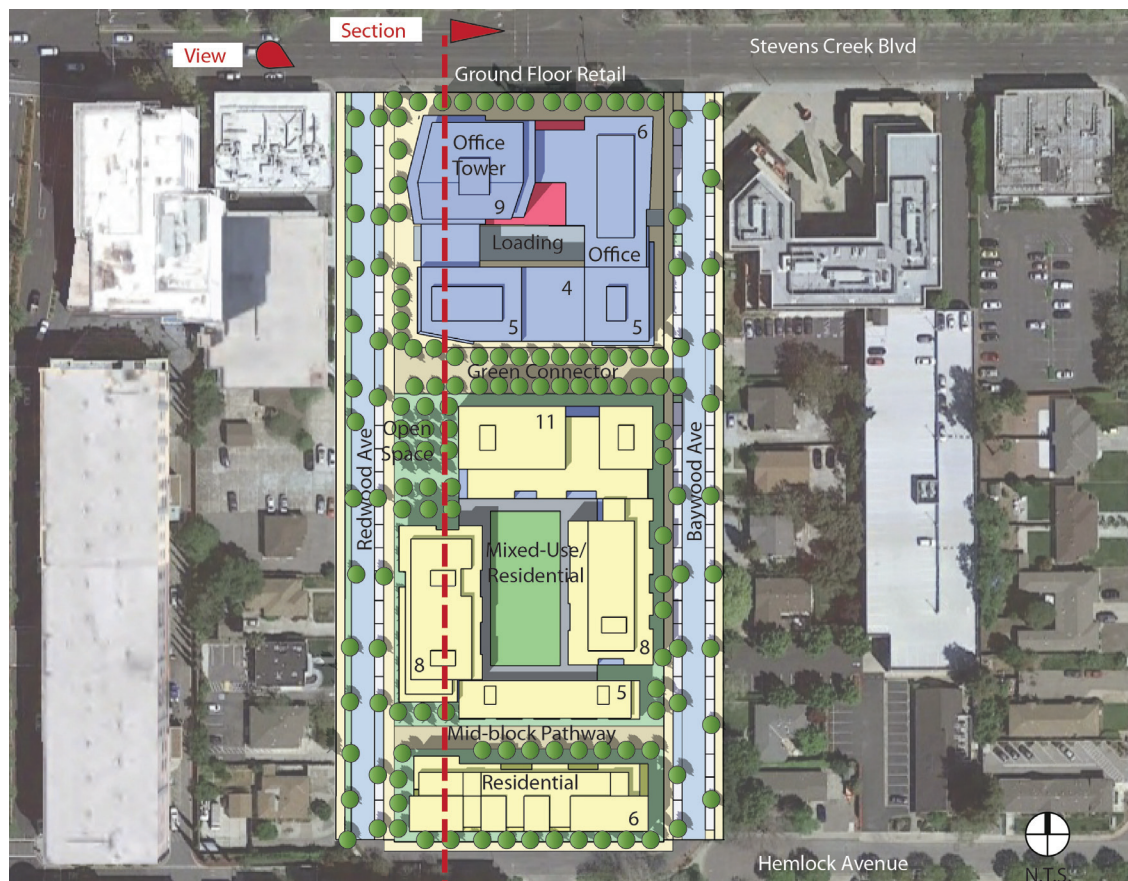
- ① Building heights step down toward the existing single family residential neighborhood.
- ② A prominent entrance is located at the Stevens Creek Boulevard/Winchester Boulevard gateway.
- ③ Buildings exhibit traditional “bottom, middle, top” vertical articulation.
- ④ Separation of towers permits adequate privacy and access to sunlight.
- ⑤ The mid-rise building is separated into portions that read as distinct volumes, each with facade articulation and pedestrian-oriented ground-level design.

CASE STUDY B

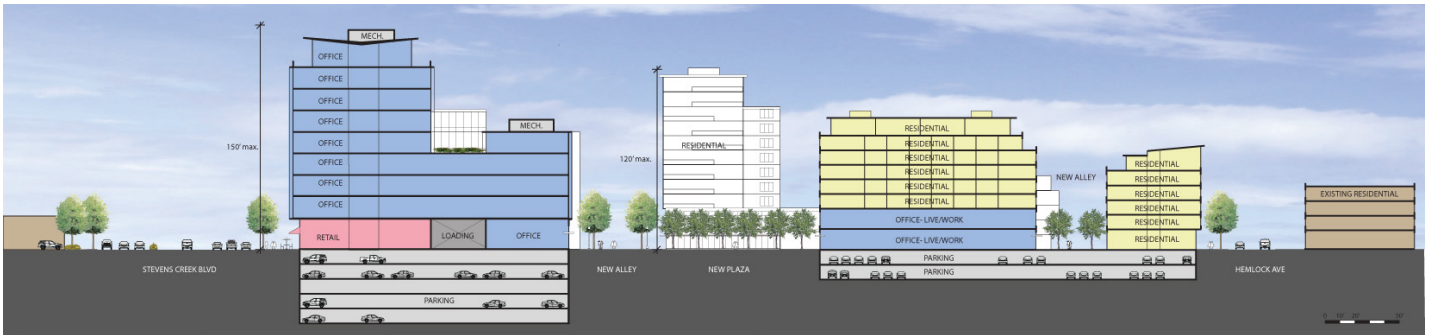
Site B is the block bound by Stevens Creek Boulevard and Hemlock, Baywood, and Redwood avenues. The case study assumes assembly of all 20 parcels into one 3.5-acre site. Bisecting the site is a Green Connector along the Alyssum Lane alignment. The site is designated Urban Village Commercial to the north of the Green Connector, and Urban Village to the south.

North of the Green Connector, the case study envisions office uses with ground level retail. An office tower along Stevens Creek Boulevard reaches 120 feet and a deep ground floor retail space also facing Stevens Creek Boulevard accommodates a large retailer such as a grocery store. Five levels of underground parking serve these office and retail uses.

South of the Green Connector is a mix of residential and office/live-work uses. This part of the case study site includes two blocks of development: one block overlooks a central shared open space over three levels of podium parking, and one block lies along Hemlock Avenue and a new east-west pedestrian/bicycle pathway. Under both blocks are two levels of underground parking accessed off the new pedestrian/bicycle pathway. Redwood Avenue, and Baywood Avenue.



Plan



Section



View

KEY URBAN DESIGN FEATURES

- ❶ Active and pedestrian-oriented facades face the paseo.
- ❷ The tallest building is located along Stevens Creek Boulevard.
- ❸ Balconies and windows overlook public streets.
- ❹ Open spaces are located along the paseo.